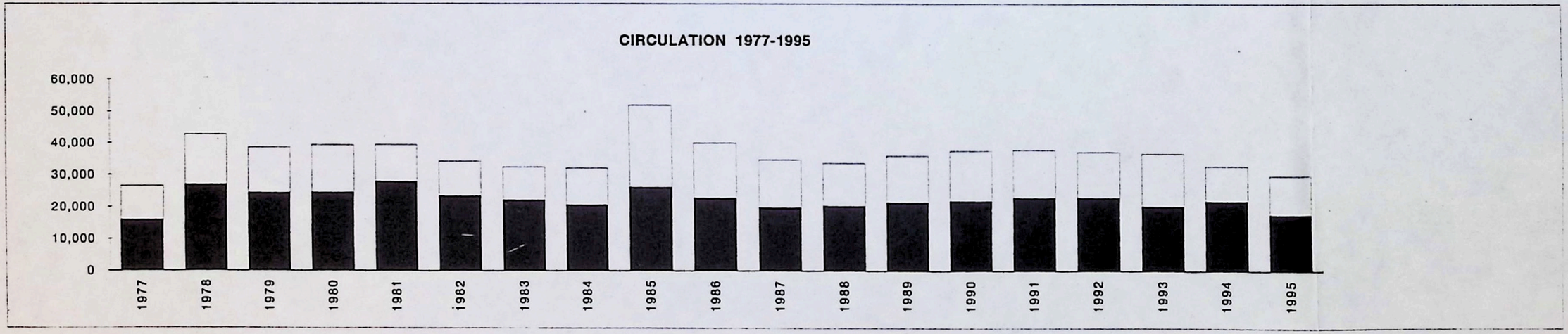
CO-EVOLUTION QUARTERY -- WHOLE EARTH REVIEW - 1977-1995 CIRCULATION REPORTS

	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995
Report Date	9/23/77	9/29/78	10/5/79	9/26/80	10/9/81	9/9/82	9/26/83	9/28/84	9/27/85	9/29/86	10/1/87	9/30/88	9/30/89	10/1/90	10/1/91	10/1/92	9/29/93	12/20/94	10/24/95
Cover Price	$3.50	$3.50	$3.50	$3.50	$4.00	$4.00	$4 -4.50	$4.50	$3.00	$4.50	$4.50-5	$5.00	$5.00	$5-6	$6.75	$6.75	$6.75	$6.75-5.95	$5.95
Subscription Price	$8.00	$12.00	$12.00	$12.00	$14.00	$14.00	$14-18	$18.00	$18.00	$18.00	$18-20	$20.00	$20.00	$20-27	$27.00	$27.00	$27.00	$27-20	$20.00
Av. Paid Subscription Prev. Yr	15,903	26,960	24,409	24,475	27,938	23,545	22,174	20,611	26,152	22,837	19,875	20,368	21,567	21,893	22,963	22,980	20,286	21,808	17,613
Av. Dealer Sales Prev. Yr	10,600	15,849	14,270	14,906	11,566	10,802	10,403	11,547	25,897	17,387	14,990	13,499	14,656	15,913	14,987	14,394	16,545	10,993	12,215
Total Paid Distribution	26,503	42,809	38,679	39,381	39,504	34,347	32,577	32,158	52,049	40,224	34,865	33,867	36,223	37,806	37,950	38,042	34,937	32,801	29,828

Notes

1. Source: Yearly "Statement of Ownership, Management and Circulation" filed with U.S. Post Office
2. Cover & Subscription Prices = Prices for the 12 months preceding the report date
3. Price changes were effective: $4.00/$14: winter 80; $4.50/$18: summer 83; $5/$20: fall 87; $6: fall 90; $6.75/$27 winter 91; $5.95/$20 summer 94
4. "Paid Subscription" = "Paid or Requested Mail Subscriptions"; "Average No. Copies Each Issue During Previous 12 Months" - does not include comps
5. "Dealer Sales" = "Sales through Dealers and Counter Sales"; "Average No. Copies Each Issue During Previous 12 Months"
6. The magazine was CoEvolution Quarterly from 1977 to 1984. Whole Earth Review began in January, 1985 (Issue 44) as a bi-monthly, $3 cover price, $18.00 subscription.
As of December, 1985 (Issue 49), WER became a quarterly, $4.50 cover price, $18.00 subscription.
7. In 1985, Whole Earth Review picked up unfulfilled subscriptions of 7,000 Software Review subscribers
8. The "Average Dealer Sales" figure in the 1993 report was 29,004. That almost had to be a mistake. I used instead the "Dealer Sales for the Most Recent Issue" from that report -- MKS.
Issue" for that Report --MKS.



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